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Date: 3/24/06

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Michael A. Plotnick.

Conf. No.:	5480	:	Group Art Unit:	2611
Appln. No.:	10/006,874	:	Examiner:	Huy T. Nguyen
Filing Date:	14 November 2001	:	Att'y. Docket No.:	T738-10

Title: Alternative Advertising in Pre-recorded Media

AMENDMENT

This paper is being filed in response to the January 27, 2006 Office Action and is being filed timely.

Please amend the above-identified patent application, without prejudice, as follows:

03/27/2006 AKELECH1 00000079 501535 10006874
01 FC:1201 800.00 DA